

Station KSL-TV SALT LAKE CITY
 Advertiser () NRCC-NATL REPUB CONG
 Product NRCC IE 2012
 Estimate# 2980
 Buyer KRISTY MORAN
 Phone#
 Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
 815 SLATERS LANE Sales Office () WASHINGTON
 ALEXANDRIA, VA 22314 Salesperson () JAMIE ANDRUS
 Agency C/P1/P2/E 155/426/2980 Salesperson Phone# 202-872-1155
 Flight Dates 08/24/2012 - 08/30/2012 Salesperson FAX#
 Hiatus Weeks

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
21	SU	SU EDW-LINDSY	9A-930A	:30	08/26-08/26	1	\$85.00	1
Rating:	0.9							
22	F	DR. PHIL	4P-5P	:30	08/24-08/24	2	\$275.00	2
Rating:	1.1							
23	M-TH	DR. PHIL	4P-5P	:30	08/27-08/30	8	\$275.00	8
Rating:	1.1							
Buyline Comment: 2/DAY								
28	F	KSL 5 NW TDY 2	6A-7A	:30	08/24-08/24	2	\$375.00	2
Rating:	1.5							
29	M-TH	KSL 5 NW TDY 2	6A-7A	:30	08/27-08/30	8	\$375.00	8
Rating:	1.5							
Buyline Comment: 2/DAY								
32	F	TODAY SHW	7A-8A	:30	08/24-08/24	2	\$850.00	2
Rating:	2.4							
33	M-TH	TODAY SHW	7A-8A	:30	08/27-08/30	8	\$850.00	8
Rating:	2.4							
Buyline Comment: 2/DAY								
37	F	TODAY SHW	8A-9A	:30	08/24-08/24	2	\$725.00	2
Rating:	2.1							
38	M-TH	TODAY SHW	8A-9A	:30	08/27-08/30	8	\$725.00	8
Rating:	2.1							
Buyline Comment: 2/DAY								
42	SU	SUN TODAY-NBC	7A-8A	:30	08/26-08/26	2	\$150.00	2
Rating:	1.0							

Rep Order# 7895366 Ver# 9 Mod# 3 Status Confirmed Traffic Order# 24390 Printed: 08/30/2012 11:35 AM 3 of 5
 EC'd Yes Last Received: 08/23/2012 11:33 AM
 Showing Buylines: All Lines

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43	SU	MEET PRESS-SUN	8A-9A	:30	08/26-08/26	2	\$200.00	2
Rating:	1.5							
44	F	KSL 5 NWS AT 5	5P-530P	:30	08/24-08/24	1	\$675.00	1
Rating:	1.7							
45	M-TH	KSL 5 NWS AT 5	5P-530P	:30	08/27-08/30	4	\$675.00	4
Rating:	1.7	Buyline Comment: 1/DAY						
49	F	KSL 5 NWS AT 6	6P-630P	:30	08/24-08/24	1	\$675.00	1
Rating:	2.4							
50	M-TH	KSL 5 NWS AT 6	6P-630P	:30	08/27-08/30	4	\$675.00	4
Rating:	2.4	Buyline Comment: 1/DAY						
54	F	GAME NIGHT LIVE	630P-7P	:30	08/24-08/24	1	\$550.00	1
Rating:	1.7							
55	M-TH	KSL 5 NWS-6:30	630P-7P	:30	08/27-08/30	4	\$550.00	4
Rating:	1.7	Buyline Comment: 1/DAY						
59	SA	KSL5 NWS-6P SA	6P-630P	:30	08/25-08/25	1	\$275.00	1
Rating:	0.9							
60	F	TONITE SHW-NEC<	1035P-1137P	:30	08/24-08/24	2	\$775.00	2
Rating:	2.9							
61	M-TH	TONITE SHW-NEC<	1035P-1137P	:30	08/27-08/30	8	\$775.00	8
Rating:	2.9	Buyline Comment: 2/DAY						

Rep Order# 7895366
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65	SA	SPORTS BEAT SA<	1035P-1105P	:30	08/25-08/25	1	\$425.00	1
Rating: 1.6								
66	SU	SPORTS BEAT SU	1035P-11P	:30	08/26-08/26	1	\$500.00	1
Rating: 1.9								
67	SA	SPORTS BEAT SA	630P-7P	:30	08/25-08/25	1	\$100.00	1
Rating: 0.7								
68	TU	STARS EARN STRIPES	9P-10P	:30	08/28-08/28	0	\$3,200.00	0
Rating: 9.7								
69	W	REPUBLICAN CONVENTION	7P-9P	:30	08/29-08/29	1	\$2,200.00	1
Rating: 4.0								
70	F	AMER TALENT (R)	7P-8P	:30	08/24-08/24	1	\$1,800.00	1
Rating: 5.8								
71	TH	SAVING HOPE	8P-9P	:30	08/30-08/30	0	\$1,500.00	0
Rating: 9.7								
72	W	LAW AND ORDER SVU	9P-10P	:30	08/29-08/29	0	\$1,700.00	0
Rating: 9.7								
73	TU	RNC COVERAGE	8P-9P	:30	08/28-08/28	1	\$2,200.00	1
Rating: 9.7								
74	TH	RNC COVERAGE	8P-9P	:30	08/30-08/30	1	\$2,200.00	1
Rating: 9.7								
75	TH	SAVING HOPE	9P-10P	:30	08/30-08/30	1	\$900.00	1
Rating: 9.7								
76	F	GRIMM	8P-9P	:30	08/24-08/24	1	\$900.00	1
Rating: 9.7								

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77	SU	KSL GOLF/NFL	9P-10P	:30	08/26-08/26	1	\$200.00	1
Rating: 9.7								

---REPORT TOTALS---

Report Totals: 116 / \$59,835.00

---SALES MONTHLY TOTALS---

Aug 12: 32 / \$14,455.00
 Sales Totals: 116 / \$59,835.00
 Station Totals: 116 / \$59,835.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$239,340	CABL 0%	KJZZ 0%	KSL 25%	KSTU 0%	KTVX 0%
		KUCW 0%	KUTV 0%	NSL 0%	UNKN 75%	
Books	null					
Demos	RA35+					